

Business Services and Marketing Committee
Of the State Council on Workforce Services
17 July 2003

Attendees: Roger Halladay, Mark Raymond, Darin Brush, Lynette Rasmussen, Gina Olson, Evan Maxfield, Elena Falkenberg, Curt Stewart, Lynn Purdin, Faye Martell, Steve Maas, Audry Wood, Richard Winters, Ken Walker, Raylene Ireland

Welcome and Opening Business - Steve Maas

Steve welcomed the group and introductions were made.

Review of Minutes - Steve Maas

Steve called for approval of the 17 April 2003 meeting Minutes. Richard Winters motioned that the Minutes be accepted as written, Evan Maxfield seconded the motion. The motion carried.

Selection of New Chair - Steve Maas

Steve announced that a new Committee Chair needs to be elected today as Sandra Adams' term has expired. Ken Walker was elected by acclamation.

Workforce Development and Information Division (WDID) Reports

Division Workplan Update - Lynn Purdin

Lynn provided the group with an update on the WDID's strategic workplan goals and objectives, which are consistent with the Governor's 1000-Day Plan. Darin Brush reported the following: 1) the WDID is on the cusp of providing more real-time, anytime measurement of the labor market and the skill in demand. Darin stated that this is one of the top two goals he set for the Division upon his taking over. The other primary goal is to engage more employer customers and to serve them better. Therefore, Darin talked at length about new performance measures for business services. Darin fielded several questions.

Nursing Training Update - Lynn Purdin

Lynn reported that the nursing shortage in Utah is a concern. Students aren't able to find training and faculty is limited. As a result, DWS has partnered with the Hospital Corporation of America (HCA), Salt Lake Community College (SLCC) and Utah Valley State College (UVSC) to develop new nursing cohorts to train at least 30 registered nurses a year. The HCA has brought \$600,000 to the table to train a specified population of unemployed individuals in the health care profession. They will pay tuition or a living stipend for the student. The recipients will be required to pay back the loan over a two-year period by working for an HCA hospital. As SLCC doesn't have room to house these students, DWS is endeavoring to create offsite classrooms and labs for training and will pay a heightened tuition that includes faculty salaries.

A Mountainlands Council Nursing Shortage Taskforce is planning a legislative breakfast for September 2003. The legislature will be informed of nursing issues and support for funding will be requested. Mountainland region/UVSC is considering developing a cohort without HCA funds, open to adults, dislocated workers, and youth. Weber State has also expressed interest in partnering with DWS. DWS wants to become the broker and facilitator, helping to bring all the interested parties together, locating funds, pooling them and getting a macro solution for the State.

September Marketing Events - Curt Stewart

Curt updated the group on the planned statewide activities for the month of September, to include the Workforce Summit on September 25th. Events will take place in every region including job fairs, employment seminars, employer appreciation lunches, open houses, business symposiums and workshops. A press release will take place on September 5th.

Web Crawling Initiative - Steve Maas

Steve explained web crawling, a program that locates URL'S on the Internet listing job openings from employers and other web sites, copies the job listing and aggregates them into a single searchable data base. We would limit our database to Utah and a 50-mile radius only. Since our IT staff isn't

trained in web crawling development, it is necessary to RFP for a company who has the technical background and experience. The cost is approximately \$100,000 per year with the contract to be renewed annually. This cost will be earmarked using Wagner Peyser funds. Evan Maxfield motioned that the funds be earmarked as suggested, Richard Winters seconded the motion and the motion carried.

Steve updated the group on business.utah.gov which is a combined agreement between state, local and federal government. This site will simplify the registration process for new businesses and will include such information as financing options, unemployment insurance, human resource tips, how to write a business plan, real estate, business closure and much, much more. The site is designed around the life cycle of a business: starting, running, relocating and closing. The roll out is scheduled for August 5, 2003.

Business Services Coordinating Committee Reports

State Agency Usage of jobs.utah.gov - Elena Falkenberg

Elena updated the group on jobs.utah.gov. She stated that DWS is working with the Department of Human Resource Management (DHRM) to list all state job openings on our site. This should be complete by October. This task was a result of the April 2003 State Council meeting.

Mountainland Business Services Center Overview - Gina Olson

Gina provided an overview of the Mountainland Business Services Center located in Provo.

October Business Consultant Conference - Faye Martell

Faye reported that the Business Consultant's Conference will be held on October 7-8, 2003 at the University Park Hotel in Salt Lake City. This conference provides opportunity statewide, either urban or rural, to share best practices, upgrade sales skills and gain knowledge. A motivational keynote speaker is planned for October 8th. Faye continued that DWS currently has 72 Business Consultants staff, both full and part time.

Other Business

Steve Maas stated that Nick Lapius from the Department of Labor (DOL) is here in Utah determining best practices for Demand Driven workforce development. Darin added that the DOL is taking great notice that Utah is a leader in this area.

Darin added that WDID is working on a marketing plan for the upcoming year. They are focusing on promoting business.utah.gov. He will send out a draft of this marketing plan to this committee.

The meeting adjourned at 12:30 p.m.